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62.47

# A LIVING FENCE

FORREST KEELING NURSERY, Elsberry Mo.—Return Postage Guaranteed

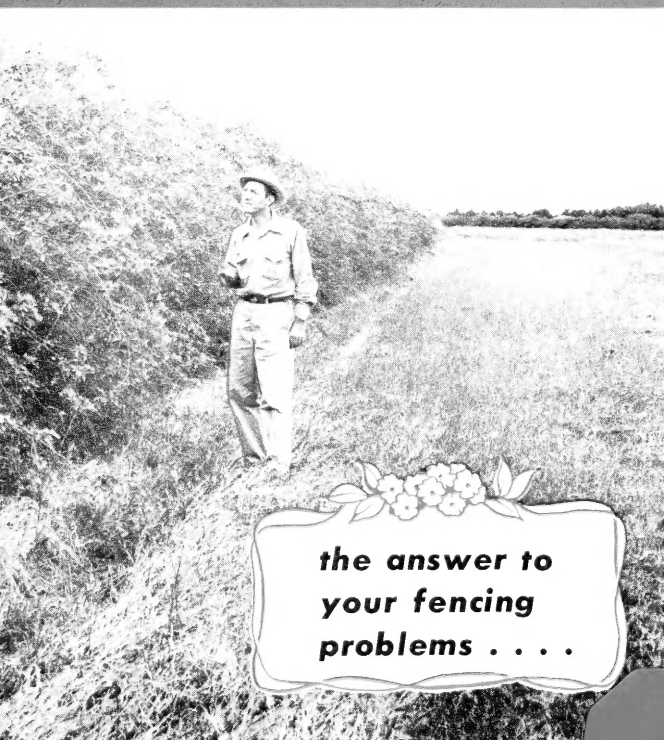
Sec. 34.66 P. L. & R.

U. S. POSTAGE

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Elsberry, Mo.

Permit No. 6



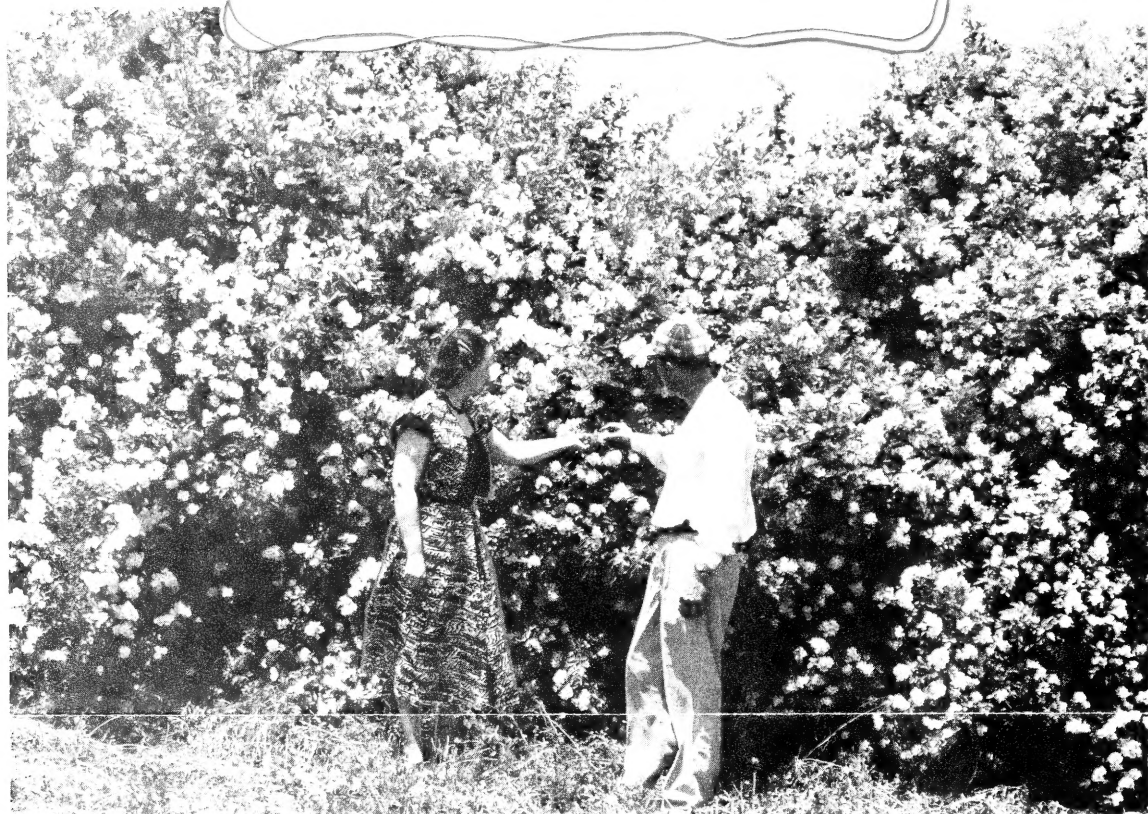
**the answer to  
your fencing  
problems . . . .**

Ralph R. Shaw, Librarian  
U. S. Dept. of Agriculture  
Library  
Washington 25, D. C.

*Forrest Keeling*  
**MULTIFLORA ROSE**

HORSE HIGH — BULL STRONG — GOAT TIGHT

LIBRARY  
RECEIVED  
Feb 20 - 1953  
U.S. Department of Agriculture



**F**ORREST KEELING MULTIFLORA ROSE is a thick, thorny, blossoming shrub that attains a height of 6 to 8 feet. When the plants are set close together (12 inches) in a single row they rapidly form an effective barrier against livestock and people.

*The importance of selecting the right type of Multiflora cannot be over-emphasized.* The U. S. Department of Agriculture says, "When selecting plants for your fence hedge of multiflora rose, be sure they are erect and have stiff thorns." The University of Missouri, College of Agriculture, has this to say: "The multiflora rose is notorious for variability of form and vigor. Upright, spreading and trailing kinds may be found. Some have thorns, others are thornless. For hedge fence purposes, it is important to select the upright, thorny, vigorous type which grows a mass of dense canes from the ground to a height and spread of about eight feet."

*We grow only one type of Multiflora and we think there is none better for hedge fencing purposes.* Its growth is somewhat umbrella-like. Canes shoot up 4 to 6 feet or more, then begin to droop, with the slender ends of the side canes hanging almost to the ground.



Selecting parent stock for thorniness, disease resistance and vigor. (Note our well-grown fields of Multiflora).

Return To:

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FIRST CLASS  
Permit No. 1  
Sec. 34.9, P.L. & R.  
ELSBERRY, MO.

**BUSINESS REPLY ENVELOPE**

*No Postage Stamp Necessary If Mailed in the United States*

**FORREST KEELING NURSERY**

**ELSBERRY,**

**MISSOURI**



# Enjoy the Economy and Beauty of a Living Fence of Forrest Keeling Type Multiflora Rose

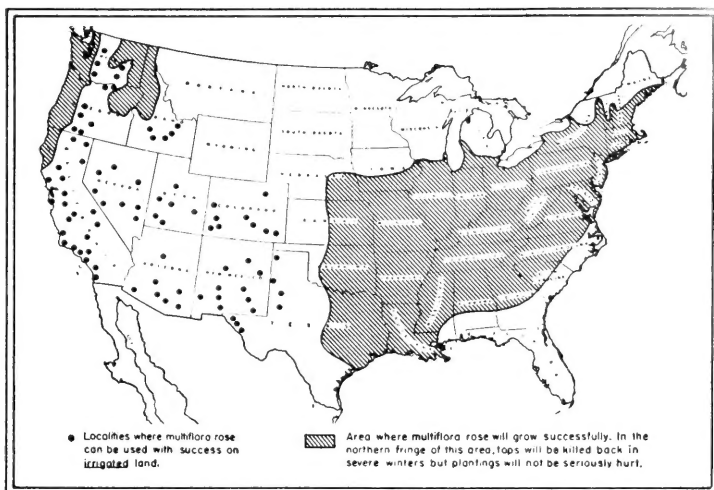
**FORREST KEELING MULTIFLORA IS TOUGH.** You'll be amazed as to how these plants weather drought and other climatic adversities. But Multiflora Rose does have its growth limitations, and these should be recognized. It cannot be expected to thrive in the arid western states unless irrigation is provided. Nor is it at home in the extreme northern or southern latitudes. The map shown at right, prepared by the U. S. Department of Agriculture, is the best guide as to the area where Multiflora will grow successfully. We have customers who have successful fences beyond the adapted areas but we suggest plantings outside the zones recommended by the Department of Agriculture be kept on an experimental basis.

Remember too that dense fences cannot be grown through woods or in swampy locations. Multiflora thrives best in full sun.

**Our plants stay within bounds!** The oldest Multiflora fences in America are right here at Elsberry. They are growing under all different kinds of situations. Nowhere have these fences spread by suckering, layering or sprouting. Occasionally seedlings do appear where birds drop seeds, but such occasional volunteer seedlings have never been a problem or nuisance. A recent survey by the U. S. Soil Conservation Service, covering several states, found that nowhere was spreading a problem in crop fields or well-managed pastures.

Forrest Keeling Multiflora Rose stays within bounds without pruning, clipping, shearing or training. If you care to restrict or restrain growth in confined quarters, you can prune to almost any desired degree any time during the growing or dormant period. We've made pruning tests on all ages of plants and find that Multiflora accepts the shears very well. It is hard to improve on the natural, graceful free-growing form of Forrest Keeling Multiflora, however, so do not prune unnecessarily.

**Approved by farm authorities everywhere.** Are you in a hurry for a fence, barrier or screen? Well, sir, we believe our plants have more get-up-and-go than any you'll find on the market, and here's the reason: We grow our own stock, which is a statement very few advertisers can make. Our plants move straight from our growing fields to your hands via the most rapid practical transportation. These field-fresh plants, bursting with growing vigor, are simply not



to be compared with half-dead plants that have been kicked about the country before reaching the planter.

With ordinary good soil and growing conditions, you can expect a stem growth from our larger grades of four or five feet the first season. A stem growth of three or four feet the first season with our No. 1 Standard Grade is quite common. Compare this kind of a start with plants that just "hang on" the first year!

There are many types of Multiflora Rose — Our type, adapted to a wide variety of soils and situations, has proved the ideal for living fence use.

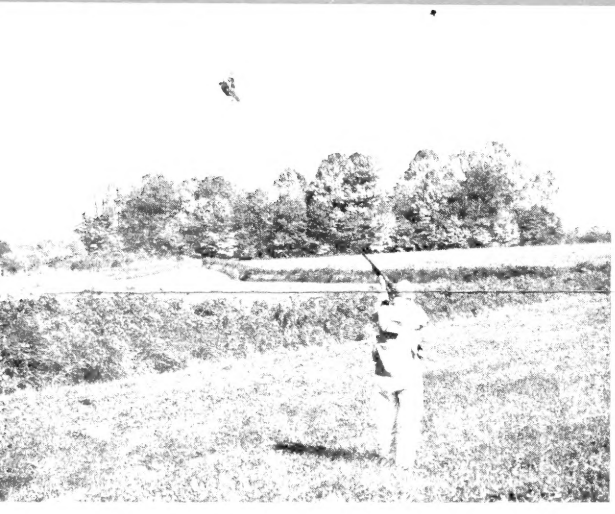
**Food and Cover for Wildlife.** A Forrest Keeling Multiflora fence is a boon to wildlife, providing fine nesting, escape and travel cover for a wide variety of birds and animals. Studies have shown that fields bordered by shrubby growth have less insect damage due to the increased numbers of song-birds and other insect predators. U. S. Dept. of Agriculture authorities state "shrubby field borders contain more PEST FIGHTING INSECTS, such as lady beetles, than fence rows in sod and weeds. The same applies to rodents; meadow mice, probably the worst vertebrate enemy of growing crops, are common in sodded field boundaries, but in brush they give way to deer-mice, shrews and other species that are of little significance or actually an asset."

**Colorful in flower, foliage and fruit.** In late May, Forrest Keeling Multiflora Rose becomes a mass of small white or dusty pink blooms that fill the air with a delicate fragrance. The flowers are followed by masses of berries, the size of small peas, which turn red and persist through the winter or until consumed by birds. The attractive foliage appears early in the spring and lasts until early winter.





Barbed wire replaced with a healthy Multiflora fence, requiring no cash upkeep. Which fence added most to the beauty of this farm? (Courtesy Mo. Cons. Comm.)



A Multiflora fence on your farm assures good shooting; on your home lot makes your place songbird headquarters for neighborhood. (Courtesy U. S. Soil Cons. Service)



Across this Forrest Keeling Multiflora fence is a busy highway. Both the goose flock and children are protected from the traffic.

# Forrest Keeling MULTIFLORA ROSE

**A Lifetime Fence • Easily Planted • Fast Growing**

*Here are some Advantages  
listed for Multiflora Rose Hedge Fence*

*in Bulletin 517 issued by the  
University of Missouri, College of Agriculture*

- Your fence may be grown in two years with good soil and culture.
- The first investment is small, and the hedge requires no maintenance.
- It is an excellent cover for wildlife.
- It is useful in erosion control, contour tillage and for stopping pasture gullies.
- Helps control weeds. Stops Bermuda grass.
- Aids insect control by harboring birds that live on insects.
- Has ornamental foliage, flowers and fruit.
- It is strong, dense and thorny. It repels livestock.
- Well suited for line, contour and irregular fencing.
- Makes a long-lived barrier. Plantings 25 years old are still strong and vigorous.
- Does not require clipping, pruning, training or support.
- Multiflora Rose may serve as an effective low windbreak to reduce wind damage.

## **How Many Plants Do You Need?**

Figure on the basis of one plant for every foot of row. For example, this means 50 plants across a 50-foot lot or 5,000 plants (allowing for gate openings) around a square 160-acre farm. The measurement of your fence line in feet is the number of plants you will require.

Now, if you are using the larger JUMBO or COUNTRY CLUB grades, you will find a spacing of 18 inches — or even two feet — will make a dense screen or barrier in a hurry. It is much better to stretch out the spacing a bit with Forrest Keeling quality plants than to use a closer spacing of questionable stock.



Raw highway cuts converted into luxurious banks of rose foliage and bloom with mass plantings of Multiflora.



Illinois State studies have revealed that crop yields are best next to the protection of Multiflora fences. (Courtesy Mo. Cons. Comm.)



Here a hedge of Forrest Keeling Multiflora serves as a property line fence and a permanent highway snow fence. Could a barrier be more attractive?



## More Bouquets for Keeling Multiflora Roses!

S. J. GLASS, JR., M.D.  
510 FEDERAL ST., N. E.  
PITTSBURGH, PA.

November 7, 1949

My dear Mr. Stevenson:


My dear Mr. Stevenson:

Plants arrived Nov. 5 and are all planted. They were in excellent condition and far superior to what I got elsewhere the past two years.

Yours very truly,  
J. H. ...

Put me on list for 3000 some variety in  
spring.

Very truly yours,

Very truly yours,  


FROM  
GEORGIA

"The wonderful Forrest Keeling Multiflora Rose plants have arrived in excellent condition, and we are delighted with these splendid plants."—*Mount Berry*

FROM DIRECTOR OF A WESTERN  
STATE GAME COMMISSION:

"The plants we procured from you last year are doing very fine. As a matter of fact, they were the best multiflora rose seedlings that we procured during the year."

"This will confirm the order placed earlier for fall delivery of 25,000 multiflora rose."

"The price is very reasonable for the quality of the stock ordered from you last year. All plants received, including those heeled in for spring planting, are doing very well."

FROM  
IDAHO

**FROM  
FLORIDA**

that we use here as a root stock. Perhaps you will be interested to know that these plants were set in the midst of our recent cold spell and I assure you that they are completely dormant. This hedge will be of great interest to all of us as a demonstration, and we are deeply grateful for your kindness, facetiously, we wish to congratulate you upon the appearance of the package. This is one of the most attractive and correctly packaged horticultural items that I have received in some time." — Gainesville

QUALITY REGISTERED HEREFORDS  
WHR AND LARRY DOMINO 50TH HERD BRED

Overhill Hereford Farm  
Olathe, Kansas

April 2, 1951

RAY WHETSTONE  
AT THE FARM  
CLATNE, IDAHO

Mr. Hugh Steavenson, Proprietor  
Forrest Keeling Nursery  
Elsberry, Missouri

Dear Mr. Stearns

We have been planting some multiflora roses each year for the past few years. This year we received the information concerning your product and ordered 300 of your No. 1 Standard plants.

They arrived at our farm a few days ago, and they are by far the finest plants that we have received from any company. They were quite uniform, lots of roots, and were certainly alive in every respect.

As the originator and developer of this fine product, I thought you would be pleased in knowing how well satisfied we are with the plants that you sent us. We have a practical experience hereof for you sent us these two tiffolorose fences hereof for us, and we need have a willing hilltop for windbreaks, and we need much protection for livestock on the farm. The beauty that this fence will add to the farm is not too much. We feel that, not too but invaluable for the protection of the farm in winter months.

Thanks a lot for taking

AKS: d10

A. K. Simpson

MRS. MILDRED C. GETTY

3444 Chase Ave.,  
Lombard, Ill.  
May 10, 1951

Forrest Keeling Nursery  
Elsberry,  
Missouri

Dear Sirs:

Thank you very much for sending our Spring order of 4000 Multiflora Roses as you did. They came in fine shape. The 1000 we ordered last fall came thru the winter just wonderful. We straw mulched them and they are beautiful now and so sturdy.

We hope to order from you again and encourage others to do likewise. It has been a pleasure to deal with you.

Thank you very Sincerely,

Mrs Mildred C Getty

**FROM  
MICHIGAN**

"I received my 200 Multiflora Rose plants April 24; healed them in till May 10 to 12 when I put them out. They are sure growing fine. I have a 100% stand." —  
*Itasca*

(FOLLOWING YEAR)

"My 200 plants set out a year ago May 10 and 11 are surely 'going to town'."

FROM  
KENTUCKY

"Your excellent plants arrived in good shape and the initial loss was less than 1%." — *Owensboro*

**FROM MASSACHUSETTS:**

"The 100 Multiflora Rose bushes I purchased from you last October have come through the winter in A One condition with a possible loss of only 1 plant." — *East Braintree*

**FROM NEVADA:**

"You may recall that I planted 5,000 plants from your nursery last year. The plants were excellent and are doing fine." — *Reno*

# FROM OHIO:

"I am writing to ask about the price of Multiflora Rose again this year. Practically *none* of the roses I got last fall from you died. They are splendid. I will need perhaps 2,000 or 2,200 this fall as I bought the balance of 'our old farm from my brother.' — *Willoughby*

# FROM TEXAS:

"I thought perhaps you would be interested to know the 100 Junio Rose plants you sent me last November arrived in fine shape. While we have had the most severe drought fall and winter we have ever had I put them in the ground and they are all growing. They were covered with new leaves when we had a severe blizzard and 4 inches of sleet and ice for a week with the temperature near zero and while the leaves and new growth were killed I don't think I have lost a single plant and am sure when we have a few days of warm sunshine they will start growing again." — *Fl. Worth*

# FROM ILLINOIS:

"Of the 1,000 plants of your No. 1 Size which I set out last March all have made excellent growth except three which ran over by 28" when in bloom. Attaining the size of a bush in 10 weeks. I am very much willing to hazard the guess that I will have a cattle fence in less than three years!" — *Henry*

# FROM PENNSYLVANIA:

"I never saw nicer, healthier plants and the business like manner in which the Keeling Nursery handles their orders, is a real delight — didn't know it happened any more." — *Lambert*

# FROM OKLAHOMA:

"I have the hedge set up. I think they are exceptionally good plants and thank you very much for your splendid services." — *Lambert*

# FROM NEW JERSEY:

"Have tried your roses and all growing nicely in the sandy soil of Jersey." — *New Jersey*

# FROM WISCONSIN:

"You will be interested to learn that the 100 plants which were put in the ground in December are coming along nicely. Not a single plant has been lost, and the stock seems quite sturdy." — *Rutine*

# FROM TENNESSEE:

"The Multiflora fencing which we put in last year has done wonderfully." — *Chattanooga*

# FROM CALIFORNIA:

"I just fall I bought from you some rose bushes for a Multiflora fence. They are splendid. I do not regret my purchase. You know that I am more than delighted with them. They are growing vigorously — every one of them — are from 2 to 3 ft. high and in bloom. I feel I am going to have a beautiful hedge — thanks to you and our grand California climate!" — *Soguel*

OUR SATISFIED CUSTOMERS

YOUR BEST GUARANTEE

From coast-to-coast you will find Forrest Keeling Multiflora Fences protecting land and livestock. It's the Fence of a Lifetime and these customers have been kind enough to tell us their experiences with our Multiflora Rose.

FROM COLORADO

"Want to add that the order for the 10,000 plants for the Ranch came through in fine shape, and they are very healthy plants, and am sure they will thrive." — *Jenkinson*

FROM INDIANA

"I just Saturday I received the shipment of Multiflora Rose. It is splendid! I received it earlier in the season, and forwarded to me at Topeka, Indiana.

"During the past years I have had occasion to order nursery stock from various nurseries situated from the Atlantic Coast to the Rocky Mountains, and including localities in the South and Southwest, but the little shipment received from you, both in quality of the plants and the care taken in packing is as fine if not the finest I have ever received."

"Please accept my thanks for the more than five dollar way in which this order was filled. I will be glad to recommend you and the Forrest Keeling Nursery to any of my friends and acquaintances." — *Topeka*

Forrest Keeling  
NURSERY  
ELSBERRY, MO.

HUGH STEVENSON, Prop.

Originator and Developer of Multiflora Rose Fence.

# Letters of Praise for Forrest Keeling Multiflora Fence!

*These excerpts are taken from letters on file in our office for inspection.*

FROM  
MISSOURI

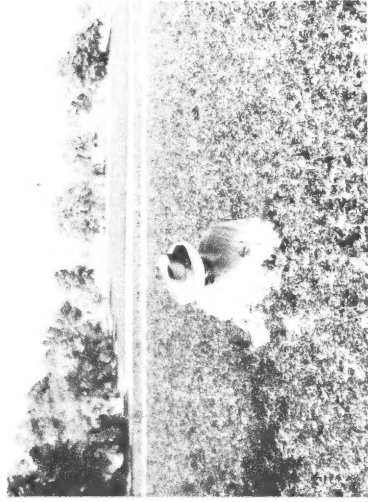
"Two years ago I bought several thousand multiflora roses from your nursery. They have been so successful I want to put some more in this fall."

"Would appreciate it if you would reserve 850 two year old plants for me."

— *Kirkwood*

"It is now six months since I planted a fence of Multiflora Roses around my residence, and all my neighbors are watching it with keen interest. They all are amazed that every one of the plants is growing, because when I planted them they received no more care than just being placed in the soil and is nothing but 'old hard pan'."

— *Maplewood*



Selecting parent stock for Thorniness, Disease Resistance and Vigor.

FROM  
KANSAS

"Last year I ordered a thousand plants of Multiflora Rose from you and I want to express my thanks for the nicest plants I ever received from any nursery — they were in perfect condition." — *Wakeney*

"The farm advisor looked at the one year old Multiflora hedge and said it is the best he has seen. He thinks it will hold stock at two years old." — *Lawrence*



12 year Multiflora Fence Planted by Hugh Steavenson — "Horse-high, Bull-Strong, Goat-tight!"

FROM  
VIRGINIA

"My husband and I were well pleased with your recent shipment of five hundred Multiflora roses (payment for which is enclosed). They were of unusually high quality, far superior to roses we have purchased from other sources."

— *Spencer*

## FROM A SOUTHERN STATE GAME AND FISH COMMISSION:

"We would like to place an order with you now for next fall delivery for 25,000 Multiflora Rose plants. The 20,000 plants we received from you this fall were excellent stock."

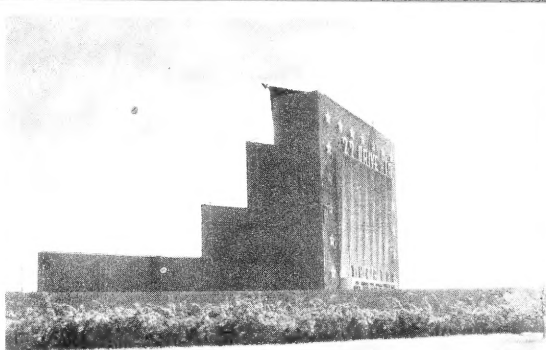
"You will be interested to know that survival of the plants so far is almost 100%. They are making vigorous growth at this time."

MILLIONS OF

*Forrest Keeling*

MULTIFLORA ROSE PLANTS

HAVE BEEN SOLD TO MAKE LIFETIME FENCES



Outdoor theaters are one of many institutions making use of the barrier and beauty qualities of Forrest Keeling Multiflora. Note how harsh architectural lines are softened with the Multiflora foliage. When the metal fence deteriorates, the Multiflora will "take over" the fencing job. Note: This fence was developed in less than 26 months, using our Jumbo Grade plants.



Sunning in privacy. This outdoor living-room, most attractive in town, was a neighborhood cross-roads for children and dogs before it was screened with a Forrest Keeling Multiflora hedge. The hedge also makes a perfect background for the flower border and has attracted numerous songbird residents to the grounds.



## GUARANTEE

We guarantee that 95% of the No. 1 Standard (and larger sizes) Forrest Keeling Multiflora Rose that you buy from us will live.

If you will notify us during the **first summer** (before August 15) following planting of the number which do not live, replacement will be made equal to 95% of the number originally purchased.

Farm Utility size will ordinarily give excellent survival but we limit the guarantee to 85% because this smaller size is more vulnerable to adverse weather and site.

*Hugh Stevenson*

ELSBERRY, MISSOURI

FORREST KEELING NURSERY

## READ WHAT THESE EXPERTS SAY—

**Louis Bromfield in MALABAR FARM,** current best-seller, describes the use of Multiflora Rose on his farm. He is using it to replace expensive wire fencing. He says in three years it will produce a hedge effective enough to turn cattle and in another two or three years will even turn a razor-back hog. Read what Bromfield says about saving fencing money with Multiflora Rose on Malabar Farm!

**Harold V. Terrill, Chief Biologist, Missouri Conservation Commission:** "This plant fits well into standard farming operations because of its high value as fencing material. Living fences of multiflora rose have proven their worth under Missouri conditions. In fact, it is one of the most economical and easiest types of fence to install."

**Iowa Conservation Commission:** "It will grow from two to three feet during a single season and reach a maximum height of eight feet. Due to its

compactness and thorny nature it makes an excellent fence for all livestock except poultry.

The 'fence rose', with its mass of pinkish-white blossoms that literally cover the plant, adds much to the attractiveness of the landscape. The flowers are followed by an abundance of small red fruit that remain attached throughout the winter months. These fruits, or hips as they are properly called, attract many birds and are especially valuable for quail and pheasants."

**Dr. E. C. Asbury,** of New Baden, Illinois, says he is getting more clover seed as a result of an increase in population of pollinating insects which he attributes to a planting of Multiflora Rose.

**Mr. Willet N. Wandell, Illinois Natural History Survey:** "Preliminary checks made in 1947 showed that corn

yields were as much as 50 per cent greater in rows adjacent to rose hedges than in rows in the center of the same field."

**Frank C. Edminster, U. S. Soil Cons. Service, Upper Darby, Penn.:** "We have found that multiflora rose makes a highly satisfactory fence for domestic livestock and one that does not require the maintenance of Osage Orange since it reaches only a moderate height in its natural growth."

**H. V. Terrill and Jack Stanford, Missouri Cons. Commission:** "Another important feature is the fact that multiflora rose fences do not harbor as many field mice, chinch bugs and other insects injurious to field crops as sod fence rows. On average medium fertility soils these plants will form an effective barrier which will turn livestock within three years. On exceptionally fertile bottom land areas, at the end of two years."



# *Beautifies the Landscape —* **ECONOMICAL and PERMANENT**



Privacy and protection for farm, home or club.



A FORREST KEELING Multiflora Fence and good herds go together.



Multiflora fences provide valued protection and privacy.



Multiflora solves the contour fence problem.